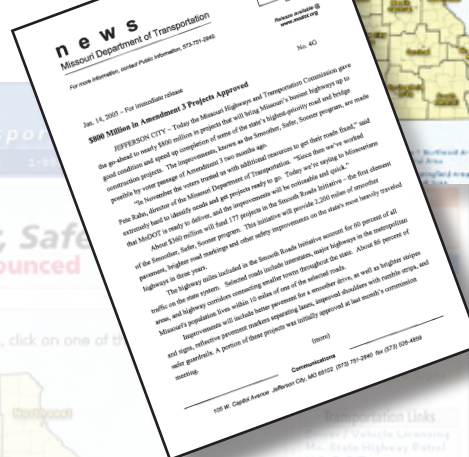


# Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

*Tangible Result Driver – Shane Peck,  
Community Relations Director*

Accurate, consistent and timely information is critical to accomplishing MoDOT's mission. By providing this information to its customers, MoDOT becomes the first and best source for transportation information in Missouri. Openness and honesty build trust with our customers.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of public appearances*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** DeAnne Bonnot, Community Relations Coordinator

**Purpose of the Measure:**

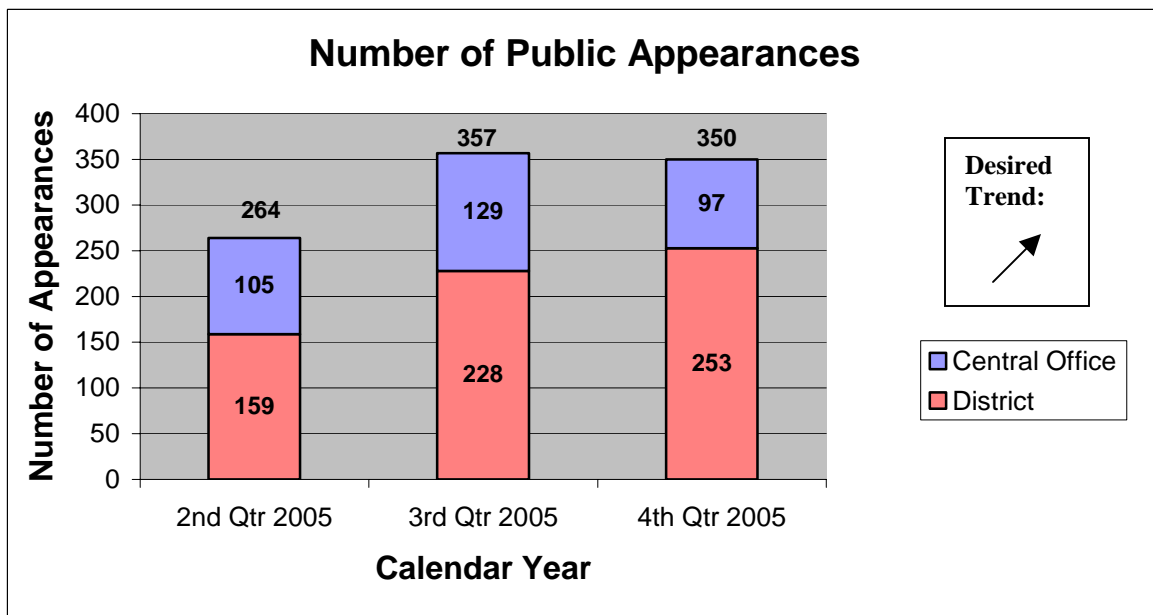
This measure tracks and encourages regular, personal contact with our customers.

**Measurement and Data Collection:**

District Community Relations managers collected appearance information from their administrators and sent it to Central Office Community Relations where it was combined with similar CO data from divisions and business offices to create a statewide report. Data collection began April 1, 2005. The numbers are apt to change from quarter to quarter because certain events and other public appearance opportunities are seasonal (i.e. school visits, fairs, etc.).

**Improvement Status:**

MoDOT district and central offices reported a total of 350 public appearances during October, November and December 2005. Community Relations continues to provide tools such as the Fast Facts card and Meet MoDOT booklet for those who speak on behalf of the department. An announcement that promotes MoDOT employees as speakers appears periodically in ExpressLane, MoDOT's electronic newsletter.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of customers who feel MoDOT provides timely, accurate and understandable information*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** DeAnne Bonnot, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks whether customers are comfortable with MoDOT's proactive efforts to provide accurate and understandable information they need and use.

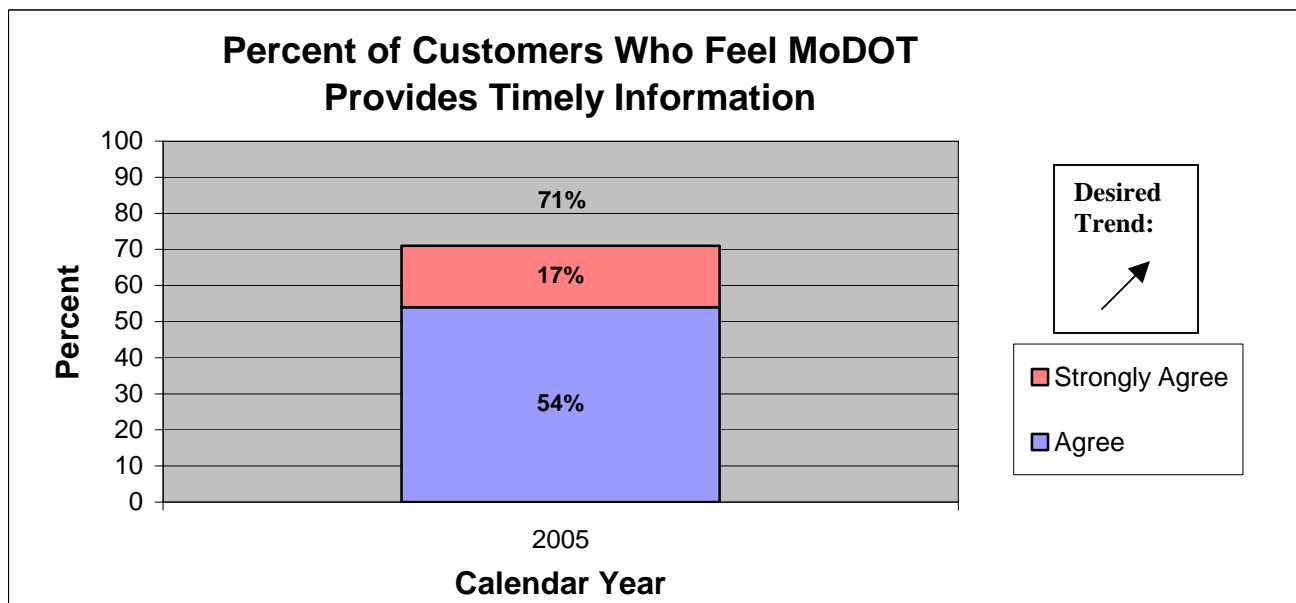
**Measurement and Data Collection:**

Data was collected as part of the Missouri Advance Planning initiative. A customer survey of 3,100 Missourians was conducted by telephone in May 2005. New data will be collected in Spring 2006.

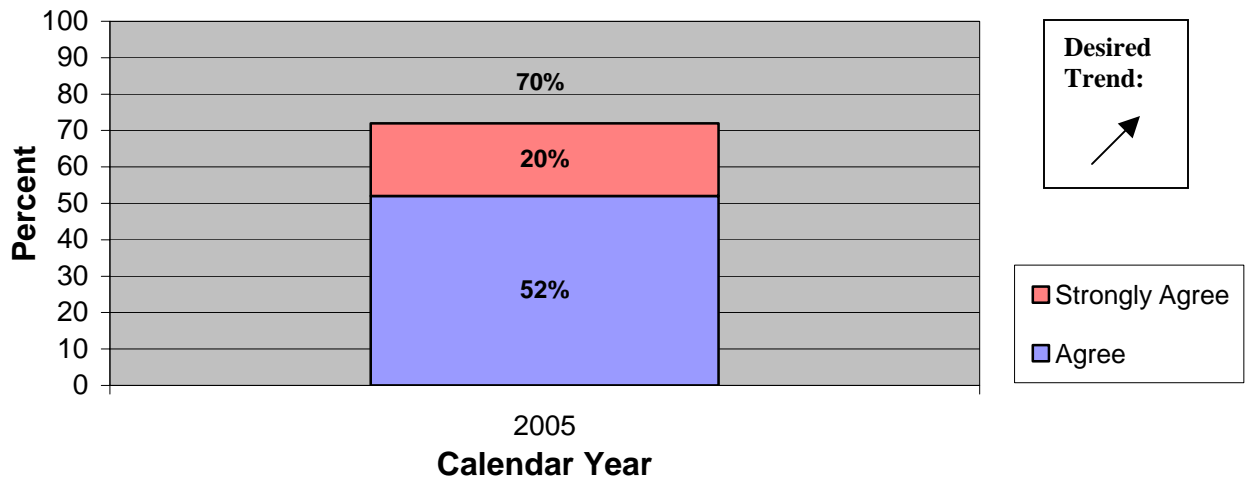
**Improvement Status:**

Overall, 71 percent of respondents reported that MoDOT provides timely information, 72 percent said information is accurate and 70 percent find it understandable. Strong agreement was reported by 17 to 20 percent of those surveyed.

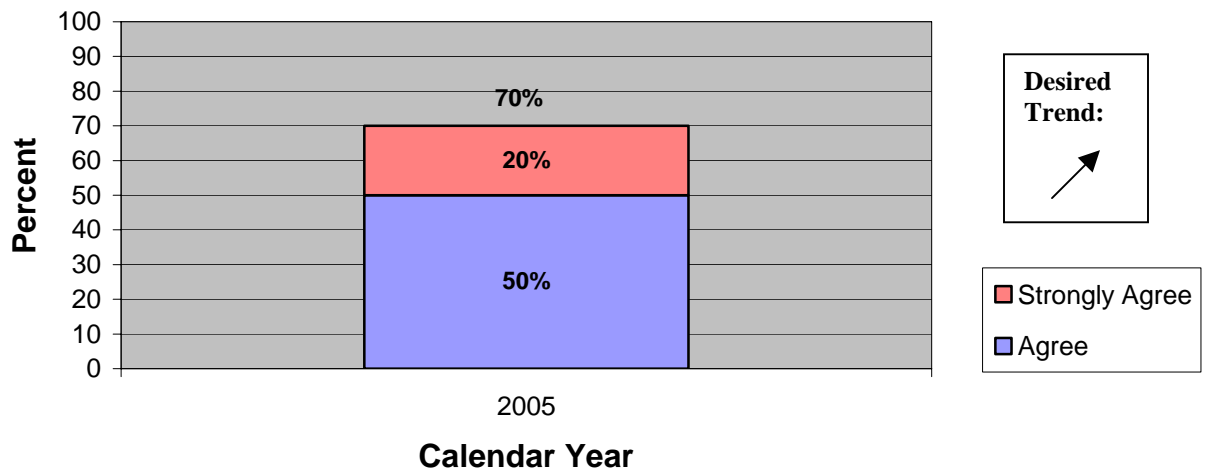
MoDOT made greater use of portable message boards to announce directly to travelers the dates when projects start and the estimated length of delays when applicable. Permanent message boards were added to interstates and other major routes to inform drivers of delays and conditions that might affect their safety. Other examples of timely communication include the Amendment 3 point-of-presence signs with completed as promised banners, offers for subscriptions to e-updates and an e-newsletter, the online construction and road conditions maps and the I-44 and I-70 Incident Management team efforts to communicate traffic conditions statewide.



### Percent of Customers Who Feel MoDOT Provides Accurate Information



### Percent of Customers Who Feel MoDOT Provides Understandable Information



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of contacts initiated by MoDOT to media*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks how well MoDOT staff is “reaching out” to reporters to tell them about the good work MoDOT does.

**Measurement and Data Collection:**

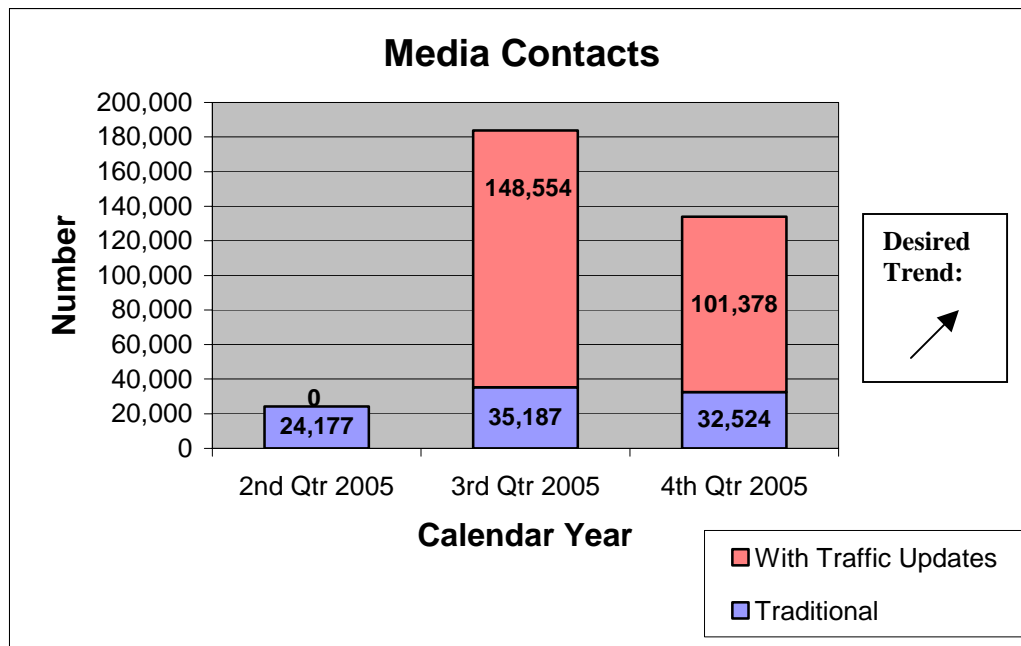
All contacts (news releases, e-mail, phone, correspondence, etc.) initiated by MoDOT staff are included. Central Office Community Relations collects quarterly results, including submissions from districts.

**Improvement Status:**

Our traditional outreach methods, mainly news releases, are down slightly but still high, especially since the fourth quarter is usually lower due to the holidays and project slowdowns at the end of the year.

The traffic updates bar is way down because we’ve updated how these contacts are tracked. Contacts through Metro Networks, the private company that provides our traffic updates to many St. Louis and Kansas City media, were counted in the third quarter. In D6 Metro Networks is based in MoDOT’s Traffic Operations Center; in D4 it’s outside MoDOT facilities. This quarter we counted only the contacts initiated by MoDOT, so we counted only the D6 Metro Networks distribution. Had we counted the previous way, fourth quarter numbers would have gone up.

Look for continued growth in our traditional contact numbers in the first quarter of 2006 as all statewide media are added to Express Lane, our e-newsletter. Numbers should climb even more in the second quarter as the Smooth Roads Initiative push gets underway for the season.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of MoDOT information that meets the media's expectations*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

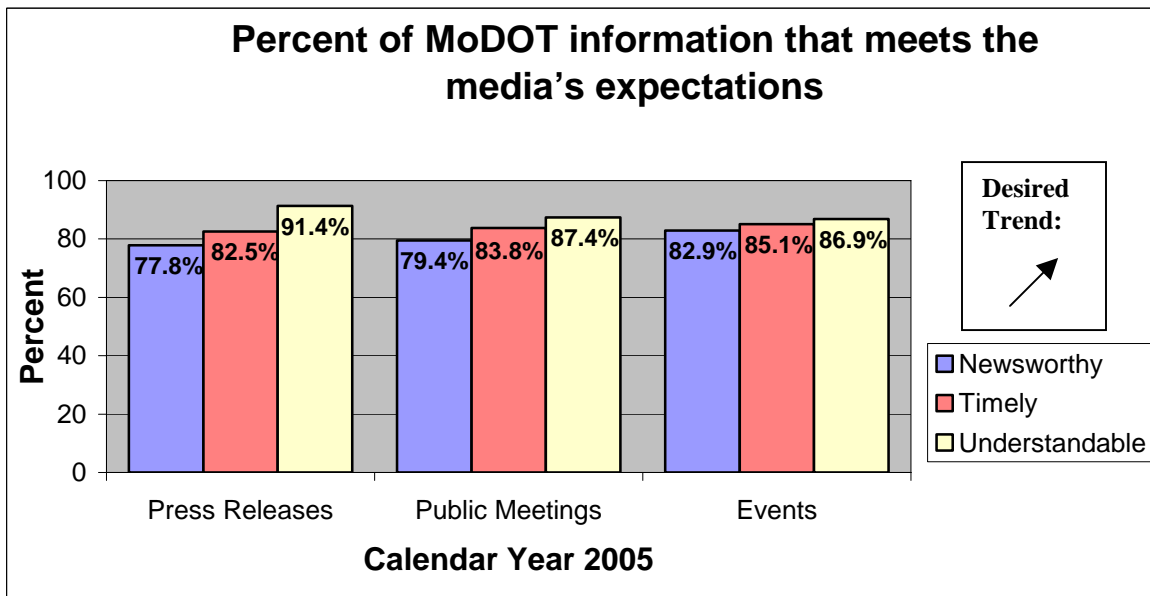
This measure tracks how MoDOT is meeting the media's needs by providing appropriate information.

**Measurement and Data Collection:**

Community Relations sends out surveys asking statewide media if our news releases, public meetings and events are meeting their expectations. They are asked to rate their level of satisfaction in the areas of press releases, public meetings and events. Each area is further rated in newsworthiness, timeliness, and how understandable it is.

**Improvement Status:**

No new data for this annual measure. Data was collected in June 2005 from statewide media. Although the numbers are good, we're expecting future improvement by offering our website newsroom, which includes sound bites from department spokespeople, story visuals and other background to enhance media reports. All media are also beginning to receive our biweekly Express Lane newsletter, which provides additional story ideas and background.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Percent of positive newspaper editorials*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Jeff Briggs, Community Relations Coordinator

**Purpose of the Measure:**

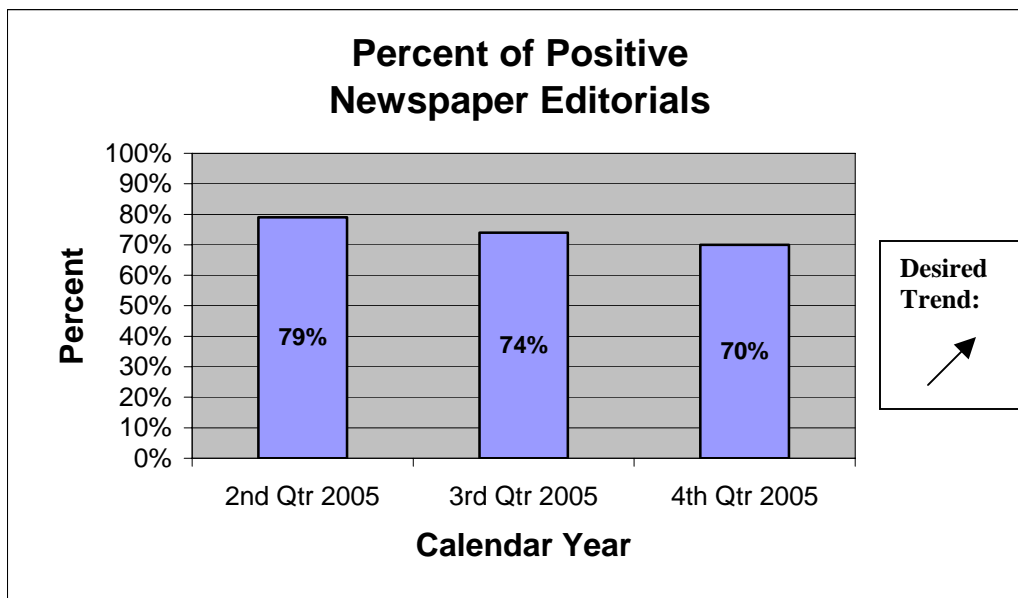
This measure tracks how MoDOT is being perceived by media, and by extension the public.

**Measurement and Data Collection:**

Using a newspaper clips database, Community Relations staff reviews statewide newspaper editorials and determines whether they're positive or negative toward MoDOT and/or the issues it advocates. Only editorials written by newspaper staff are included; guest editorials and letters to the editor are not. Results are charted quarterly.

**Improvement Status:**

This quarter, 19 of 27 editorials were positive. The percentage remains high, although a little below last quarter's. Editorials praising Director Rahn on his one-year anniversary highlighted the first part of the quarter, and positive editorials on the long-range planning process marked the end of the year. The cell phone monitoring issue generated several negative editorials.



## Accurate, Timely, Understandable and Proactive Transportation Information (Outbound)

### *Number of repeat visitors to MoDOT's web site*

**Result Driver:** Shane Peck, Community Relations Director

**Measurement Driver:** Matt Hiebert, Community Relations Coordinator

**Purpose of the Measure:**

This measure tracks the number of customers who have used MoDOT's web site on a repeat basis. The data helps demonstrate whether the public views the site as a valuable information resource. If they are returning to the site for multiple visits, they probably view it as a worthwhile use of their time online.

**Measurement and Data Collection:**

Data is gathered using Web Trends software. Web Trends measures site activity and produces reports in graphic and tabular formats.

**Improvement Status:**

We are continuing our marketing and promotion efforts with the site. This quarter we promoted new content by sending out media advisories and press release on our road conditions map, Motor Carriers permits site, Gov Deals program and surplus equipment sales pages. Subscriptions to ExpressLane continue to grow, as does traffic from the E-update system. *Note: Data for October is missing 36 hours of log files, between 3 a.m. on Oct. 13 to 3 p.m. Oct. 14*

